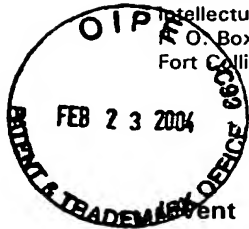


HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10003978 -1



IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Donald J Palmer et al

Confirmation No.: 7827

Application No.: 09/817818

Examiner:

Filing Date: Mar 26, 2001

Group Art Unit: 2161

Title: Targeted Advertising Method And System

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

RECEIVED

FEB 26 2004

GROUP 3600

Sir:

This Information Disclosure Statement is submitted:

- (X) under 37 CFR 1.97(b), or  
(Within three months of filing national application; or date of entry of national application; or before mailing date of first office action on the merits; whichever occurs last)
- ( ) under 37 CFR 1.97 (c) together with either a:  
( ) Statement under 37 CFR 1.97(e), or  
( ) a \$180.00 fee under 37 CFR 1.17(p), or  
(After the CFR 1.97 (b) time period, but before final action or notice of allowance, whichever occurs first)
- ( ) under 37 CFR 1.97 (d) together with a:  
( ) Statement under 37 CFR 1.97(e)(1) or (2), and  
( ) a \$180.00 fee set forth in 37 CFR 1.17(p).  
(Filed after final action, a notice of allowance, on or before payment of the issue fee)

Please charge to Deposit Account 08-2025 the sum of \$0.00 . At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25.

(X) Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Statement together with any required copies of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

( ) A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individuals(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

- (X) I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450. Date of Deposit: 02/19/04

OR

- ( ) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number \_\_\_\_\_ on \_\_\_\_\_ Number of pages:

Typed Name: Heather A. Ellis

Signature: *Heather A. Ellis*

Respectfully submitted,

Donald J Palmer et al

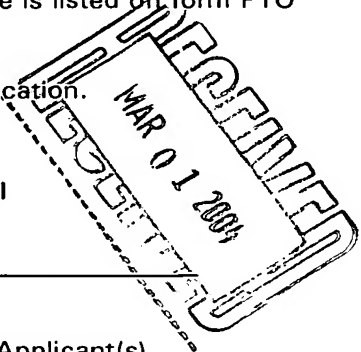
By *James R. McDaniel*

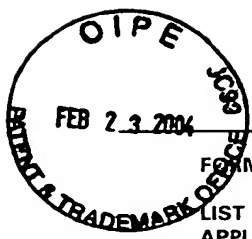
James R. McDaniel

Attorney/Agent for Applicant(s)

Reg. No. 34,481

Date: 2/18/04





## PATENT APPLICATION

Sheet 1 of 1

FORM PTO-1449

LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT'S INFORMATION DISCLOSURE  
STATEMENT

(Use several sheets if necessary)

ATTY. DOCKET NO.

10003978-1

APPLICATION NO.

09/817,818

CONFIRMATION NO.

7827

APPLICANT

PALMER t al

FILING DATE

Mar 26, 2001

GROUP

2161

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	PUBLICATION DATE	NAME	Pages, Columns, Lines Where Relevant Passages or Figures Appear
	1A	6,038,591	Mar 14, 2000	WOLFE et al	
	1B				
	1C				
	1D				
	1E				
	1F				
	1G				
	1H				
	1I				
	1J				
	1K				

RECEIVED  
FEB 26 2004

GROUP 3600

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	PUBLICATION DATE	NAME OF PATENTEE OR APPLICANT	Pages/Columns/Lines Where Relevant Passages/Figures Appear	Check if Translation attached
	1L	WO00/75845	Dec 14, 2000	DISCOVERY COMMUN...		
	1M	EP1035527	Sep 13, 2000	SEIKO EPSON CORP		
	1N					
	1O					
	1P					

## OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

1Q	Patent Abstracts of Japan: JP11232552, published Feb 13, 1998, TOSHIBA TEC CORP, "Article sale registration processor and record medium recorded with program used in the processor"
1R	"New Idea for Convenience Stores -- News and Gamble Information on Receipts -- D. Ishikawa Management and Accounting Office files a patent application" NIKKAN KOGYO SHIMBUN NEWSPAPER, XX, JP, 26 January 1999, p.39 XP002168960
1S	

EXAMINER

DATE CONSIDERED